# Revionics®
# Promotion Optimization

## Utilizing AI for more relevant and profitable promotions.

Revionics® Promotion Optimization enables retailers to identify and execute the most profitable offers by segment, channel and vehicle that maximize the financial impact across categories. Maximize profitability and incentivize shoppers by incorporating vendor funds, product affinities, promotional uplift, and consumer demand. In addition, on-demand forecasting helps to analyze different offer combinations and predicts the effectiveness and outcome.

## Balancing the Promotional Scales

Promotions have exploded all over the retail landscape, crossing all verticals and channels. Retailers are driving deeper discounts and multiple offers in an effort to buy loyalty and fend off competition, but this model is not sustainable. It destroys margins, trains customers to wait for discounts, weakens loyalty and breaks down brand credibility. Leading retailers are rethinking the traditional ways of planning and executing promotions. They are creating promotions that are aligned to the overall company business goals and category objectives while being more responsive to market fluctuations.

### 95% of promotions cancel each other out*

## The Highlights
For those with limited time

- Optimal Offer Recommendation
- Optimal Vehicle Mix & Decomposition of Vehicle Lifts
- Offer Simulation & Side-by-Side Comparison
- In-Flight Reporting
- Leading Edge Artificial Intelligence & Forecasting Including Affinity & Cannibalization
- Like-Item and Attribute-Based New Item Forecasting
- Campaign Effectiveness Analysis
- One-Click Financial Insights
- Target Customer Segments
- Adjusts for Inventory Constraints
- Vehicle Layout Helps Fine Tune Delivery Tactics

*Source: Revionics' research of retail customers prior to implementation

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## Let's Get to the Good Stuff

### STRIKE THE OPTIMAL BALANCE

Finding that optimal promotional offer is many times a guessing game. Trying to figure out the best offer that balances traffic, sales and profit with strategy, cross-item impacts and marketing vehicles, is by no means a small feat. Revionics Promotion Optimization finds that sweet spot quickly to achieve the right objectives based on your strategy and to keep your process moving forward efficiently.

### "WHAT-IF...?"

It's natural to want to tweak things to see what happens. With Revionics Promotion Optimization you can simulate optimized and manual offers together to compare outcomes side-by-side. With easy one-click financial insights and visibility to constrained inventory situations, you can be confident you're selecting the right offer for that promotion's specific strategy and targets.

### TARGET ACQUIRED

Targeted promotions are now becoming the expectation rather than the exception. Revionics provides the models and proper forecasting needed to effectively craft offers targeted to specific customer segments that will in turn resonate with your customers.

### ALWAYS LEARNING

The retail market and your customers continually transform. Revionics' self-learning models continue to learn as new information becomes available and adjusts recommendations based on the new inputs, without the need for human intervention. This ensures the recommendations remain relevant and current.

### "HALF OF WHAT I SPEND ON ADVERTISING IS WASTED; THE TROUBLE IS I DON'T KNOW WHICH HALF" - JOHN WANAMAKER

Retailers aren't exactly sure how effective each marketing vehicle is. Revionics decomposes the promotional forecast and provides you insights into the lift of each vehicle. Combined with vehicle layout simulation, you can match every promotion with the optimal vehicle mix and tactic, ultimately maximizing your marketing investments.

### MAKING DECISIONS CONFIDENTLY

People need to know the reasons behind decisions. Revionics prides itself on transparency. Each recommendation and forecast comes with a confidence score that is easily interpretable. Even when the recommendation isn't as confident, that information is shared. This enables users to apply additional time and knowledge to alleviate any risk in the final decisions.

### RESPONDING QUICKLY

Markets...They're predictably unpredictable. Some things don't go as expected. Winning retailers accept this but they can immediately respond to changes. With Revionics Promotion Optimization you gain pre, post, and in-flight analysis of promotions. This gives you real-time insight into the success or failure of promotions, enabling quick responses and adjustments.

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